

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

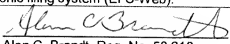
APPLICANT(S) : Calabria et al.  
 TITLE : SERVER-BASED KEYWORD ADVERTISEMENT  
 MANAGEMENT  
 APPLICATION NO. : 10/743,520  
 FILED : December 19, 2003  
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Commissioner for Patents  
 U.S. Patent and Trademark Office  
 Alexandria, VA 22313-1450

**EFS TRANSMITTAL LETTER**

Dear Sir:

In connection with the above-identified application, transmitted herewith are the following:

|   |   |
|---|---|
| <input type="checkbox"/> New Patent Application, including Transmittal<br><input type="checkbox"/> Utility <input type="checkbox"/> Design <input type="checkbox"/> Prov. <input type="checkbox"/> Cont. <input type="checkbox"/> CIP<br><input type="checkbox"/> Div. <input type="checkbox"/> RCE <input type="checkbox"/> 371 Submission<br>pages of Specification<br>14 pages of Claims (57 total claims 5 independent claims)<br>pages of Abstract<br>sheets of Formal / Informal Drawings<br>(Figures )<br><input type="checkbox"/> Declaration and Power of Attorney<br><input type="checkbox"/> Preliminary Amendment<br><input type="checkbox"/> Claim for Right of Priority: App. No.: filed:<br>which claims Priority to App. No.:<br>filed:<br><input type="checkbox"/> Request & Certification Under 35 U.S.C. 122(b)(2)(B)(i) | <input type="checkbox"/> Information Disclosure Statement, including PTO Form 1449 and Number of References (if required)<br><input type="checkbox"/> Response to Notice to File Missing Parts<br><input checked="" type="checkbox"/> Amendment F (due: October 6, 2010)<br><input type="checkbox"/> Petition for One Month Extension of Time<br><input type="checkbox"/> Response to Notice to File Missing Requirements<br><input type="checkbox"/> Response to Restriction Requirement<br><input type="checkbox"/> Petition Specify Type<br><input type="checkbox"/> Notice of Appeal<br><input type="checkbox"/> Appeal Brief<br><input type="checkbox"/> Issue Fee and <input type="checkbox"/> Publication Fee<br><input type="checkbox"/> Other: Specify |
| <input checked="" type="checkbox"/> One or more fees may be paid via credit card through the electronic filing system (EFS-Web) in association with this submission. If any additional fee is determined to be due as a result of the filing of this submission, the Commissioner is hereby authorized to charge any such additional fees associated with this submission to Deposit Account Number 06-0308.  |   |
| <input checked="" type="checkbox"/> Should any extensions of time under the provisions of 37 CFR 1.136(a)(1)-(5) be required for this submission, the Commissioner is hereby authorized to charge any such extension of time fees to Deposit Account Number 06-0308.  |   |
| <input checked="" type="checkbox"/> This submission is being filed on the date indicated below by electronic transmission with the United States Patent and Trademark Office via the electronic filing system (EFS-Web).  |   |
| October 6, 2010<br>Date   | <br>Alan C. Brandt, Reg. No. 50,218  |